

POINT OF REFERENCE

Newsletter of the N.J.L.A. Reference Section

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Elaine Gaber, Editor
Jan Perrier, Editorial Asst.



PRESIDENT'S MESSAGE

Well, Y'all, podners 'N' liddle buddies, time for old Mar' to slowly fade into the sunset. Seems like every time I get tied up with the Reference Section, I get paged to move out of town. So it's -- Onward! To Dallas!!

One of the best things I've done on this turn through New Jersey is work with you in the Reference Section. You are creative, committed, and knowledgeable. You are also fun and often hilarious. Thanks for all the good work. Don't be a stranger.

Mary Murphy

REGIONAL NEWS:

Region One:

The Northwest Regional Library Cooperative Collection: the Core Collection was published in December 1991 and is a recommended collection development guide. Titles selected represent a basic collection and inclusion was based on preceived quality, content, price and usefulness in providing answers to frequently asked reference questions. The Core Reference Collection is organized by subject: general reference works, the social sciences, science and technology, the humanities, and health and medicine. Bibliographic information is provided for each title with ISBN numbers and publisher contact information. Copies of the forty-one page booklet are available free of charge and may be obtained by calling the regional office at (908) 879-2442.

Joanne Kares

(Please send pertinent regional news to the editor for inclusion in upcoming newsletters.)

SPRING CONFERENCE! END OF TIME

"CHALLENGES, CHANGES, CHOICES..."

The theme of the NJLA Spring Conference is the perfect introduction to the reference, sponsored program, "THE END OF TIME: EXPECTATIONS OF REFERENCE SERVICE VERSUS REALITY." Noted author and lecturer, Professor Herb White (Indiana University) will address the obstacles reference librarians face when burdened with additional roles. With recent emphasis on effective reference performance and optimal regional guidelines, how does the overburdened reference librarian continue to maintain the highest standards when a line is forming at her desk?

The Reference Section recently compiled a list of "Inhibitors" to reference service which will be addressed during the program. Examples include: the demands of new equipment and technology, re-loading copier machines, administrative duties, answering telephones, and social service responsibilities to latch-key kids and the mentally disturbed. As we enter the 21st century, professional must define their roles in the face of continuing budget cuts and ever increasing patron expectations.

Catherine Sullivan

**DON'T MISS PROFESSOR WHITE'S
DISCUSSION ON MAY 6TH!**

ONE STEP FURTHER...

In the fall, the NJLA Reference Section sponsored a workshop in which business publishers and librarians from around the state participated. Prior to the workshop, Elaine Gaber, prepared a comparative analysis using randomly selected companies and included categories such as chief executive officer, sales, year founded, etc. The discrepancies were considerable. The same companies had varying sales figures, CEOs, and years founded from source to source. This should not be surprising to reference librarians with more than one company directory. The explanations that the publishers' reps gave centered around the time lag in the preparation of the directory and the lack of dates indicating when individual items of information were retrieved.

The purpose was to inform and to increase awareness of the credibility problems created for both librarians and publishers. This was a pro-active workshop. As librarians we have a responsibility to the profession and to our patrons to complain about poorly researched or inadequately documented reference sources in any area, not just business. As information specialists, when a patron wants to know why

the year founded date differs between two sources, it's not good enough to say, "I don't know."

Another example. How many times have you looked at the most recent Books in Print and not found a book listed that libraries already own? I was told by the Bowker editor that publishers are not reporting many of their titles. If you intend to use Books in Print as an ordering tool, then publishers have to know it's important to have the ISBN listed. The joint purchasing power of many of us can have an effect on the publishers.

If you feel that we have a responsibility to praise good reference works and complain about poor ones, send your comments to:

Elaine Gaber, Editor.
NJLA Reference Section Newsletter,
c/o Morris County Library,
30 E. Hanover Avenue,
Whippany, New Jersey 07981.

Sylvia Gaddi

Excerpt From "How Reliable Are Your Business Reference Sources?"

Company Code: JBB (Johnson Brothers Boat Works--Point Pleasant)

Source Codes: BUS J (Business Journal's N.J. Business 1991)

HALLS (Geo. D. Halls N.J. Manufacturer's Directory 1991-92)

MCRAE (Macrae's State Industrial Directory--NJ 1991)

NJ DIR (N.J. Directory of Manufacturers 1991-92)

WARDS (Ward's Eus. Dir. of U.S. Private & Public Companies 1991)

COMPANY	BUS J	HALLS	MCRAE	NJ DIR	WARDS
JBB	President Jay Saunders	President Jay Saunders	President Harry Van Iderstine	President Jay Saunders	President Jay R. Saunders
	Founded 1939	-	-	Founded 1919	-
	Revenue \$1-5mm	Sales Between 1 & 10 Million(gross)	Sales \$5,000,000 to \$10,000,000	Sales \$2-5mm	Sales \$1.5 million

For a free copy of the comparative analysis, please send a stamped, self-addressed envelope to the Editor.

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